

**ABSTRACT**

Disclosed are personal care compositions for topical application to the hair or skin, and corresponding methods of application, said compositions and methods comprising or are directed to a solid polymeric foam containing (A) a solid polymer-containing structurant having a defined water solubility and/or dissolution profile; and (B) an active ingredient comprising a surfactant in a weight ratio of the surfactant to the solid polymer structurant of from about 1:8 to about 10:1, preferably 1:1.6:1 to about 10:1; wherein the solid polymeric foam disintegrates in water in accordance with a Substrate Disintegration Test such that no individual foam pieces remain after disintegration that have a topographical area of more than about 10% of the topographical area of the solid polymeric foam prior to application with water. The disclosed compositions and method provide effective topical delivery of active ingredients from a solid polymeric foam substrate that slowly disintegrates and is rinsed away during prolonged single-use or other similar application, such as showers or baths.